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PATENT OFFICE

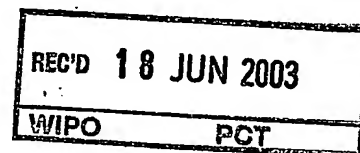
REPUBLIEK VAN SUID-AFRIKA

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The documents attached hereto, are true copies of
Application Form, Provisional specification and Drawings
of Patent Application No. 2002/1047 filed in the name
of PRODUCT GENESIS CC on the 06 February 2002
and post-dated to 02 April 2002 and entitled
"DISPLAY FRAME".

Geteken te
Signed at

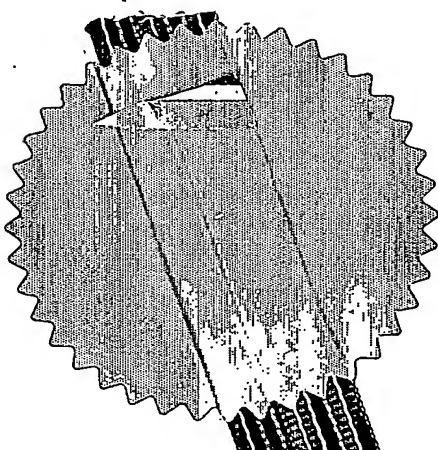
PRETORIA

in die Republiek van Suid-Afrika, hierdie
in the Republic of South Africa, this

16th

dag van
day of

May 2003



Registrateur van Patente
Registrar of Patents

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REGISTER OF PATENTS							
OFFICIAL APPLICATION NO.				LODGING DATE : PROVISIONAL		ACCEPTANCE DATE	
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INTERNATIONAL CLASSIFICATION				LODGING DATE : COMPLETE		GRANTED DATE	
51				23			
FULL NAME(S) OF APPLICANT(S) / PATENTEE(S)							
71	PRODUCT GENESIS CC						
APPLICANTS SUBSTITUTED :						DATE REGISTERED	
71							
ASSIGNEE(S)						DATE REGISTERED	
71							
FULL NAME(S) OF INVENTOR(S)							
72	STEER, Gavin Milton						
PRIORITY CLAIMED		COUNTRY		NUMBER		DATE	
N.B. Use international abbreviation for country. (See Schedule 4)		33		31		32	
TITLE OF INVENTION							
54	DISPLAY FRAME						
ADDRESS OF APPLICANT(S) / PATENTEE(S)							
No. 73 - 5th Avenue EDENVALE 1609 South Africa							
ADDRESS FOR SERVICE						REF	
74	John & Kernick, PO Box 3511, Halfway House, Republic of South Africa					P15068ZA00	
PATENT OF ADDITION NO.				DATE OF ANY CHANGE			
61							
FRESH APPLICATION BASED ON				DATE OF ANY CHANGE			

REPUBLIC OF SOUTH AFRICA
PATENTS ACT, 1978

APPLICATION FOR A PATENT AND ACKNOWLEDGEMENT OF RECEIPT

(Section 30 (1) - Regulation 22)

The grant of a patent is hereby requested by the undersigned Applicant on the basis of the present application filed in duplicate.

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REPUBLIC VAN SUID AFRIKA

INASSR

378

OFFICIAL APPLICATION NO

21 01 2002/1047

AGENT'S REFERENCE

P15068ZA00

FULL NAME(S) OF APPLICANT(S)

71

PRODUCT GENESIS CC

ADDRESS(ES) OF APPLICANT(S)

No. 73 - 5th Avenue
EDENVALE
1609
South Africa

TITLE OF INVENTION

54

DISPLAY FRAME

THE APPLICANT CLAIMS PRIORITY AS SET OUT ON THE ACCOMPANYING FORM P2
The earliest priority claimed is

THIS APPLICATION IS FOR A PATENT OF
ADDITION TO PATENT APPLICATION NO.

21 01

THIS APPLICATION IS FRESH APPLICATION IN TERMS
OF SECTION 37 AND BASED ON APPLICATION NO.

21 01

THIS APPLICATION IS ACCOMPANIED BY :

x	1a	A single copy of a provisional specification of 9 pages.
	1b	Two copies of a complete specification of pages.
	2a	Informal drawings of sheets.
x	2b	Formal drawings of 4 sheets.
	3	Publication particulars and abstract (form P8 in duplicate).
	4	A copy of figure of the drawings for the abstract.
	5	Assignment of invention (from the inventors) or other evidence of title.
	6	Certified priority document(s).
	7	Translation of priority document(s).
	8	Assignment of priority rights.
	9	A copy of form P2 and a specification of S.A. Patent Application.
	10	A declaration and power of attorney on form P3.
	11	Request for ante-dating on form P4.
	12	Request for classification on form P9.
	13a	Request for delay of acceptance on form P4.
	13b	

21 01

DATED 6 February 2002

ADDRESS FOR SERVICE

74

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HANSIEUR VAN PATENTIE, MODELIF

REPUBLIC OF SOUTH AFRICA

PATENTS ACT, 1978

PROVISIONAL SPECIFICATION
(Section 30 (1) - Regulation 27)

OFFICIAL APPLICATION NO.		LOGGING DATE	AGENT'S REFERENCE
21	01	2002/1047 ²² 26 February 2002	P15068ZA00
FULL NAME(S) OF APPLICANT(S)			
71	PRODUCT GENESIS CC		
FULL NAME(S) OF INVENTOR(S)			
72	STEER, Gavin Milton		
TITLE OF INVENTION			
54	DISPLAY FRAME		

DISPLAY FRAME

FIELD OF THE INVENTION

The invention relates to a frame particularly for the display of a poster, print or the like.

BACKGROUND OF THE INVENTION

Posters have numerous applications, one of which is advertising. The presentation of a poster is important and to this end, they are often framed. Framing also protects posters. However, framing is often cumbersome and especially so where posters are required to be changed at regular intervals.

OBJECT OF THE INVENTION

It is the object of this invention to provide a display frame for posters and the like that allows easy changing of the posters and includes other advantages that will become apparent from this document.

SUMMARY OF THE INVENTION

The invention provides a display frame comprising at least two securing members securable to the perimeter of a resiliently flexible display panel and a tensioning means securable between the securing members whereby the display panel is flexed against its resilience.

Further features of the invention provide for the securing members to be channeled rails, for the display panel to have edges, and for the channeled rails to have a friction fit over the edges of the display panel.

Further features of the invention provide for the securing members to be securable to opposite edges of the display panel.

Further features of the invention provide for the securing members to have retaining means whereby the display panel is secured to the securing members; for the retaining means to be an outwardly convex resilient sheet of material and located within the channeled rail.

Further features of the invention provide for the tensioning means to comprise at least one flexible elongate element securable between the securing members; for the tensioning means to comprise a pair of flexible elongate elements each securable to the securing members and securable to each other; and for the elongate elements to be made from plastics material, wire or string.

Further features of the invention provide for the display panel to comprise a substantially coextensive screen and backing; for the screen to be transparent; for the screen and the backing to be secured to each other at one end and releasably securable at the other; for the screen and the backing to be secured to each other at or adjacent to their operatively upper end; and for the screen and the backing to be releasably securable to each other around their perimeter.

Further features of the invention provide for the display panel to have fastening means whereby a poster is securable in a pre-selected position between the backing and the screen; for the fastening means to be located adjacent the operatively upper end of the display panel; for the fastening means to secure the backing to a poster against the screen by frictional

engagement; for this engagement to be provided by a strip of friction affording sheet material; and for the sheet material to be sand paper.

The invention further provides for a system for the presentation of information comprising a display frame used in combination with separate display cards and/or screens for displaying prices an information display accessory.

These and other features of the invention will become more apparent from the description that follows.

BRIEF DESCRIPTION OF THE DRAWINGS

One embodiment of a display frame according to the present invention will be described, by way of example, with reference to the drawings, in which:

Figure 1 shows a front perspective view of a display frame;

Figure 2 shows a rear perspective view of the display frame shown in Figure 1;

Figure 3 shows an exploded view of Figure 1;

Figure 4 shows a cross-sectional side elevation of a display frame secured to a support; and

Figure 5 shows an exploded view of Figure 4.

DETAILED DESCRIPTION WITH REFERENCE TO THE DRAWINGS

Referring to Figure 1 to 5, a display frame (1) is shown having a pair of oppositely disposed upper and lower securing members (3), a resiliently flexible display panel (5) and tensioning means (7).

The securing members are two channeled rails (3), each with a front side (9) provided on a front flange (11) and a rear side (13) provided on a rear flange (15). The front (11) and rear (15) flanges have free edges, (17) and (18) respectively, and are joined by a web (19) to form a channel (21). A guide channel (22) extends along the free edge (18) of the rear flange (15). The front side (9) of the front flange (11) is inwardly stepped to provide a pair of oppositely disposed ledges (12). The ledges (12) are respectively spaced apart from the free edge (17) of the front flange (11) and the web (19).

A retaining means (23) is located in the channel (21). The inner side of the rear flange (15) is provided with two opposed ledges (25) spaced apart from the free edge (18) of the flange (15) and the web (19). The retaining means is an outwardly convex strip (23) of resilient sheet material biased into shape between the ledges (25). The strip (23) runs along the length of the securing member (3) opposite to the inner side of the front flange (11).

The display panel (5) is made up of a screen (27) and a backing (29) that are of equal length. The backing (29) is rectangular and the screen (27) has curved sides that extend beyond the parallel sides of the backing (29). The operatively upper and lower edges of the screen (27) and backing (29) are parallel and together provide the operatively upper (31) and lower (33) edges of the display panel (5). The screen (27) and the backing (29) are secured to each other adjacent to their upper ends by a strip of double adhesive tape (35). Fastening means (36) in the form of a strip of friction affording material (36), in this embodiment sand paper, is secured to the backing (29) just below the strip (35). Both the screen (27) and the backing (29) are made from flexible resilient plastics material; with the screen, in addition, being transparent.

The tensioning means (7) is made up of a first (37) and a second (39) flexible elongate element. The first element (37) is secured at one end to a clip (41) and at the other end to a hook (43). The clip (41) has an aperture (42). The second element (39) has each end secured to one of a pair of clips (45). The clips (41) and (45) are provided with slide rails (47) at their free ends. The

slide rails (47) have an axially sliding and transversely locking fit into the guide channels (22) of the rear flanges (15). Enlargements (not shown) provided at the operatively outer ends of the slide rails (47) locate the clips (45) at the outer ends of the rear flange (15). The slide rail (47) of the clip (41) can however slide to a central position on the rear flange (15). The first element (37) and the second element (39) are respectively secured to the rear flanges (15) of the upper and the lower securing members (3) as described above. The elements (37) and (39) are of such a length that they can only be connected to each other with the display panel (5) flexed to a convex shape.

In use, the backing (29) and the screen (27) are parted at their lower edges (33) by lifting the screen (27) from the backing (29) and a poster (49) is placed between them. Once the portion of the screen (27) that lies opposite to the strip of sand paper (36) is lowered over the poster (49) a friction fit is exerted on the poster (49) securing it in position. The channelled rails (3) are each fitted to opposite sides of the display panel (5) by pressing the respective edges (31) and (33) into the channel (21) of each channelled rail (3). The retaining means (23) of each channelled rail (3) secures the display panel (5) in place by imposing a friction fit thereon.

The two channelled rails (3) are then moved towards each other to flex the display panel (5) against its resilience. This causes the display panel (5) to be forwardly convex. The elements (37) and (39) are then connected to each other by placing the second element (39) through the hook (43) at the one end of the first element (37). The resilience of the bent display panel (5) tensions the elements (37) and (39) which in turn resist the resilience. This pulls the channelled rails (3) onto the respective edges (31) and (33) of the display panel (5) holding the assembled components of the display frame (1) together in a bow configuration.

The display frame can then be suspended in any convenient manner, one of which would be to hang it on a nail using the aperture (42) provided in the clip (41).

The pair of opposed ledges (12) on the front side (9) of the front flange (11) are suited to receive both information cards (71) and screens for displaying prices (73) such as, for example, the one disclosed in South African Design number A 98/1054 for "A Display Accessory". The information cards (71) consist of a strip of resilient material with desired information or graphics depicted thereon. The card (71) is secured between the ledges (12) under the bias of its resilience. The screens for displaying prices (73) are made of a resilient transparent strip of plastics material that is similarly secured between the ledges (12) but with price cards (75) secured and on display under the screens (73).

In the Figures 4 and 5, the display frame is shown suspended on a support (51). The backs of the rear flanges (15) are provided with upwardly and downwardly facing ledges (52).

A clip (53) has a base (55) formed with a lipped channel to clip onto the ledges (52). Extending from the base (55) is a rigid pocket (57). The pocket (57) is square with three integral lipped flanges, one provided at each of its two operatively side edges and at its operatively upper edge. A clip (53) is secured centrally to each of the upper and lower securing members (3) of the display frame (1). The lipped channel of the base (55) engages the ledges (52) on the rear flange (15) and double adhesive tape (56) is located between the base (55) and the rear flange (15). The pockets (36) each form a receptacle for a flanged spigot (59).

A pair of spigots (59) is secured to the support (51), the spigots (59) being spaced apart from each other on the support by a distance equal to that between the pair of clips (53) on the display frame (1). The spigots (59) are square and sized to have a sliding fit into the pockets (57). The spigots (59) project from a pair of clamps (61). The clamps (61) have an axial slot, provided opposite the spigots (59), that enables them to be clipped onto the support (51) where they are held by a friction fit. It will be appreciated that a display frame fitted with clips as described can easily be secured to and removed from a support fitted with a pair of corresponding spigots.

It is also possible to change a poster (49) in a display frame (1) without disassembling the frame (1) or even removing it from a position where it is hanging. This is done by sliding the lower end of the screen (27) out of the lower support member (3) while the backing (29) is left in position. The screen (27) is then lifted to allow access to the poster (49) that is to be removed. A new poster (49) is positioned on the backing (29) with the upper edge of the poster against the strip of double adhesive tape (35) that secures the screen (27) to the backing (29). The poster (49) is thus positioned over the strip of sand paper (36); which, once the portion of the screen (27) that is oppositely disposed to the sand paper (36) is back in position, prevents the poster (49) from sliding down. This allows a person to use both hands to tuck the lower edge of the screen (27) back into the lower support (3). The retaining means (23) in the lower securing member (3) can have a less firm friction fit compared to that of the upper securing member (3). This facilitates the changing of posters (49) in the manner described.

Extending along the web (19) of each securing member (3) is a lipped guide channel (63). This channel (63) co-operates with a slide rail, which permits axial sliding and prevents transverse movement. In this way an accessory to the display frame having a slide rail can be suspended below the frame or the display frame can be suspended from another component having a slide rail along its lower edge. Further, a coupling member with back-to-back slide rails can be used to secure an accessory having a channelled edge to the channel (63) below the display frame. This would enable the embodiment of an "Information Display Accessory", as described in the co-pending South African provisional patent application, filed on 23 January 2002, to be secured below the display frame (1). It will be appreciated that the sequence of guide channels and slide rails as provided on interconnectable components can be varied.

The advantages that flow from combining the display frame with an information display accessory to provide an apparatus and system for the presentation of information and graphics will be appreciated and the

aforementioned provisional patent application is incorporated in its entirety, by reference, into this document. It will also be appreciated that ability to secure information cards and screens for displaying prices is another advantageous feature of this aspect of the invention and that the display frame alone, without an information display accessory, also provides an apparatus and system for the presentation of information.

Furthermore, the channel (63) provided at the upper edge of the upper securing member (3) can be used with the clips (41) and (45), which have sliding rails, to provide alternative ways of suspending the display frame.

It will further be appreciated by a person skilled in the art that although the described embodiment is favourable with many advantages, commercial and otherwise, there are many alternative embodiments that will fall within the scope of the present invention.

DATED THIS 6th DAY OF FEBRUARY 2002



**JOHN & KERNICK
FOR THE APPLICANT**

PRODUCT GENESIS CC
PROVISIONAL

4 Sheets
Sheet No. 1

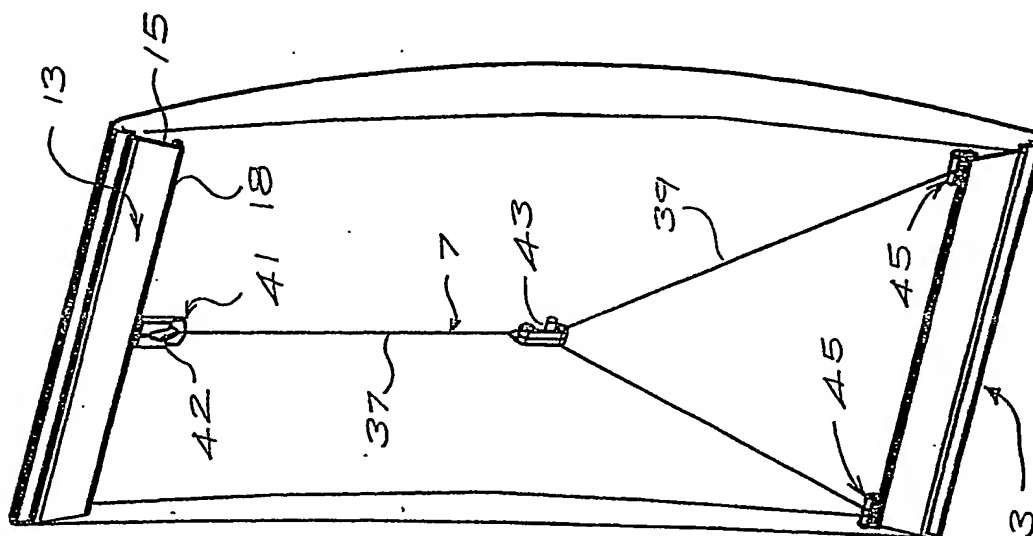


FIG 2

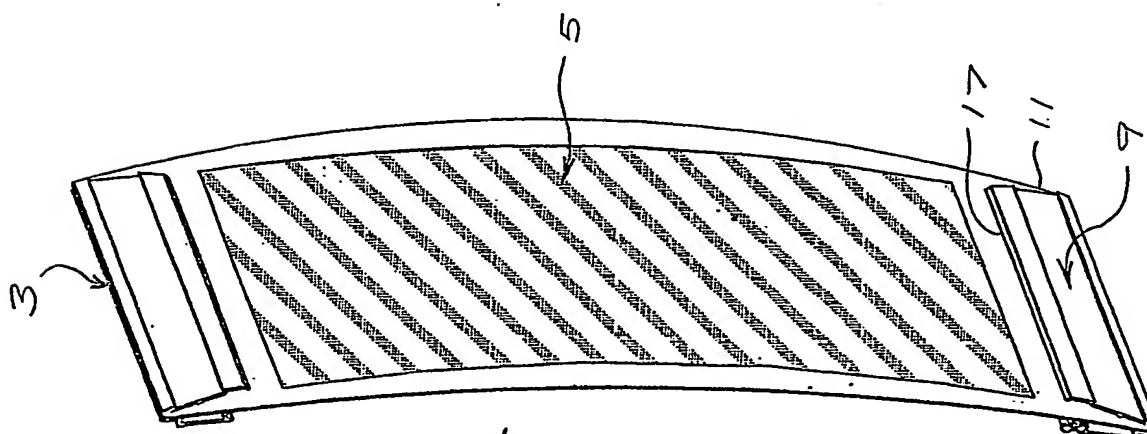
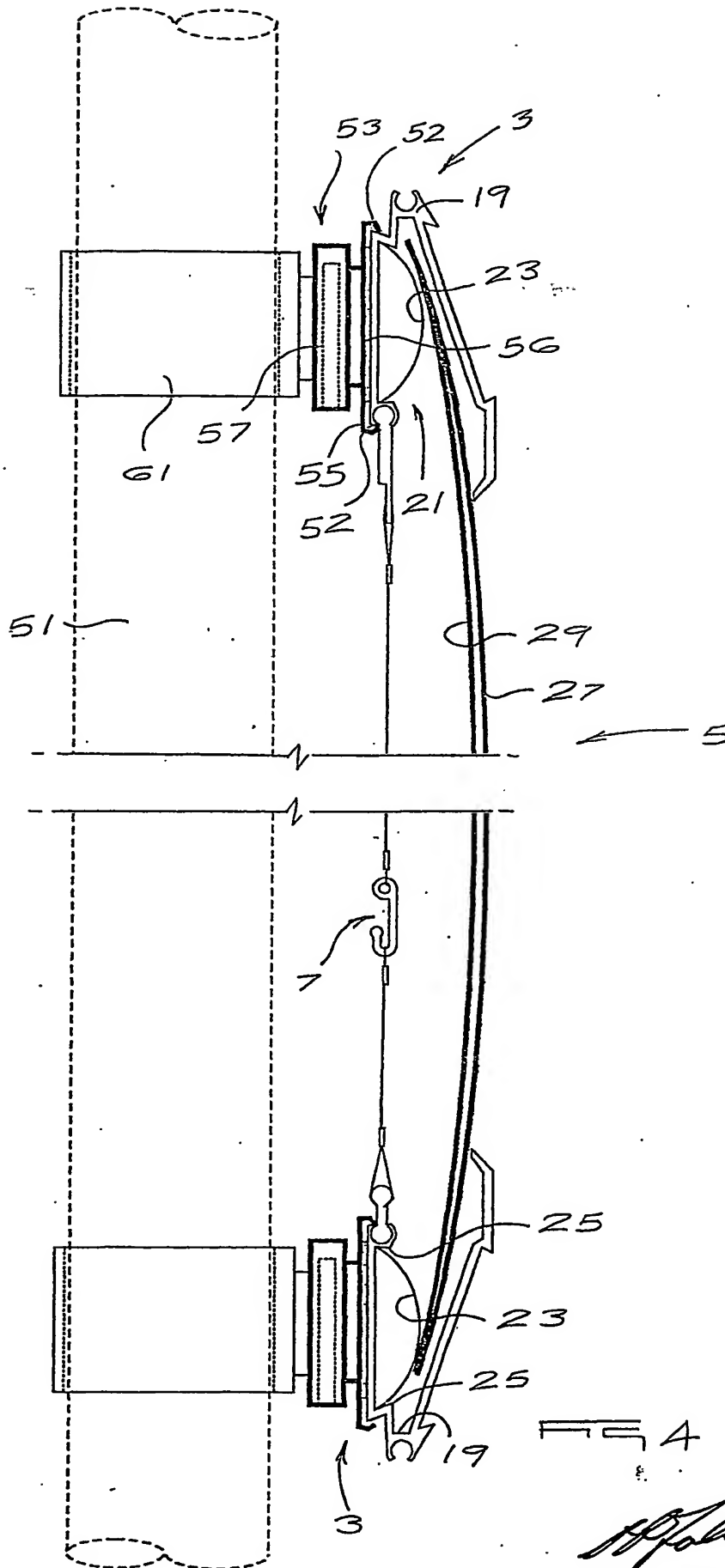
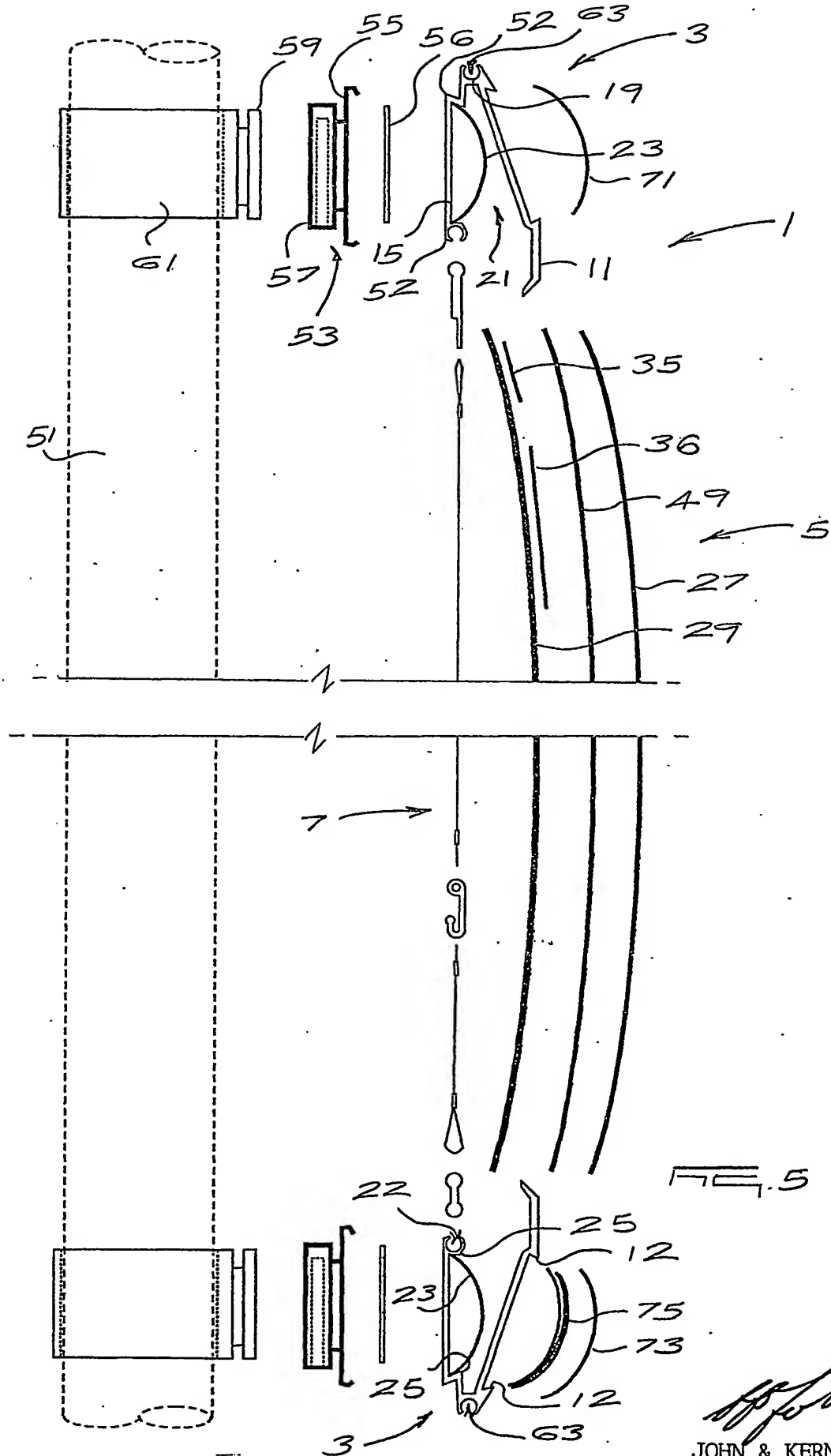


FIG 1

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JOHN & KERNICK
FOR THE APPLICANT





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